



The Miami-Dade Violence Intervention Project (VIP) being implemented by the Juvenile Services Department (JSD), also known as the Juvenile Assessment Center (JAC), is on the move to address the senseless and random acts that are devastating neighborhoods and the future of our children. As you know, collaboration between entities with the same goal can only benefit the communities we serve. The VIP is available to support your efforts to lessen the violence that is impacting our youth.

With the support of Mayor Alvarez and the Miami-Dade Board of County Commissioners, the VIP presents a public outreach campaign that is effectively educating and motivating young people about ways to adopt behavior changes that can help reduce youth violence. The foundation of this project is to increase awareness of the issue and existing services, encourage activism on the part of our youth, and enhance access to programs that offer alternatives to violence.

The VIP is a well-designed public education campaign that will make a positive impact on public opinion, target specific audiences, and be a cost-effective way of providing critical information to a large number of people. We use the strength of the media, technology, visual effects, promotional items, music and the arts, entertainment, youth based speakers, and other mediums that appeal to youth to spread the non-violence message. Youth have been involved in every step of this project, including logo and web design, our theme song, marketing options, and activity planning.

During the past year, the JSD has hosted a series of successful events throughout the County so that young people can talk with each other and with committed adults about the roots of violence in their communities. The dialogue has been open and honest, as youth from all areas have come together and made real choices to silence the violence! Those forums are continuing this year with more support and greater visibility. Additionally, we have partnered with other agencies and organizations to get the word out about options to violent activity.

Our youth are creating a positive groundswell and receiving the support of community leaders and organizations, educators, local businesses, the media, law enforcement, faith based leaders, government, entertainers, athletes, and artists who are all donating time and resources to help with this project.

The new VIP website (www.miamidadevip.org) is now up and running and evolving more everyday! It is a youth friendly site that contains valuable information about the project, community events, youth expression and recognition, partner, sponsor and supporter information, and other items of interest. The VIP site is also accessible from the Juvenile Service Department's official County website (www.miamidade.gov/jsd)

A main purpose of this project is to support and enhance what you are already doing. Aside from our own events, we welcome any opportunity to partner on activities involving youth violence. Please contact us if there is any way that the VIP public outreach campaign can assist with your recognized efforts regarding this epidemic. The Miami-Dade Juvenile Services Department looks forward to the prospect of future collaborations.